

Please amend the present application as follows:

Claims

The following is a copy of Applicant's claims that identifies language being added with underlining ("____") and language being deleted with strikethrough ("———") or brackets ("[[]]"), as is applicable:

1-20. (Canceled)

21. (New) A method for performing variable data printing using a variable data print (VDP) campaign that provides outputs to a VDP workflow system, the VDP campaign comprising a variable data portion, a rules portion, and a design portion, the method comprising:

the VDP workflow system receiving from the variable data portion an output comprising a data element containing database records that are to be merged with a personalized print markup language template (PPMLT) to generate personalized instance documents;

the VDP workflow system receiving from the rules portion an output comprising data associated with business logic for input into the PPMLT;

the VDP workflow system receiving from the design portion an output comprising a data structure element that describes the placement of static data and placeholders for the database records in the PPMLT; and

the VDP workflow system generating a print job in personalized print markup language (PPML) from the received outputs.

22. (New) The method of claim 21, further comprising the VDP workflow system receiving from the variable data portion a data structure element that describes the format of the database records.

23. (New) The method of claim 21, further comprising the VDP workflow system receiving from the rules portion a PPMLT data mapper element that contains a script designed to reformat the data associated with business logic.

24. (New) The method of claim 23, further comprising the VDP workflow system receiving from the rules portion a data structure element that describes the format of the reformatted data.

25. (New) The method of claim 21, further comprising the VDP workflow system receiving from the design portion a PPMLT template that identifies a prototype PPML document that is to be used by the VDP workflow system to generate PPML instance documents.

26. (New) The method of claim 21, wherein the VDP workflow system receiving the outputs from each of the variable data portion, the rules portion, and the design portion comprises the VDP workflow system receiving the outputs via a communication network.

27. (New) The method of claim 21, further comprising each portion of the VDP campaign generating its associated output independently of the other portions.

28. (New) The method of claim 21, further comprising the VDP workflow system providing the print job to a digital printing device.

29. (New) The method of claim 28, further comprising the digital printing device generating hardcopy PPML instance documents relative to the print job.

30. (New) A system for performing variable data printing, the system comprising:

- a variable data portion configured to output a data element containing database records that are to be merged with a personalized print markup language template (PPMLT) to generate personalized instance documents;

- a rules portion configured to output data associated with business logic for input into the PPMLT;

- a design portion configured to output a data structure element that describes the placement of static data and placeholders for the database records in the PPMLT; and

- a VDP workflow system configured to receive the outputs from the variable data portion, the rules portion, and the design portion and generate a print job in personalized print markup language (PPML) from the received outputs.

31. (New) The system of claim 30, wherein the variable data portion is further configured to output a data structure element that describes the format of the database records.

32. (New) The system of claim 30, wherein the rules portion is further configured to output a PPMLT data mapper element that contains a script designed to reformat the data associated with business logic.

33. (New) The system of claim 32, wherein the rules portion is further configured to output a data structure element that describes the format of the reformatted data.

34. (New) The system of claim 30, wherein the design portion is further configured to output a PPMLT template that identifies a prototype PPML document that is to be used by the VDP workflow system to generate PPML instance documents.

35. (New) The system of claim 30, wherein the VDP workflow system is configured to receive the outputs from each of the variable data portion, the rules portion, and the design portion via a communication network.

36. (New) The system of claim 30, wherein each portion is configured to generate its associated output independently of the other portions.

37. (New) The system of claim 30, wherein the VDP workflow system is further configured to provide the print job to a digital printing device.

38. (New) The system of claim 30, further comprising a digital printing device configured to generate hardcopy PPML instance documents relative to the print job.